

ISSUE 2019

DR. MIC

WOM INSIDE

Presentation of 9 professions
at 2 locations

STUDENT PROJECT

New DR.MIC issue by WOM
trainees and interns



WOM

A Novanta Company

FOREWORD

Dr. Clemens Scholz

DEAR READERS,

For more than 45 years, WOM has been one of the world's most important developers of equipment technology for Minimal Invasive Surgery. We contribute to doctors being able to operate on their patients with only small incisions. The advantage of this type of procedure is that these patients recover faster compared to open surgery with the same or better treatment success and only small scars remain.

All the people who work for WOM and dedicate their expertise to medical technology contribute to the development and production of these devices. On the following pages we would like to introduce you to various professions that exist at WOM and all of which – in their own way – make an important contribution to our success as innovation drivers and suppliers of quality products.

We offer you an insight into processes and areas and open the doors for you to get to know WOM not only as a medical technology manufacturer but also as an employer. If you would like to be part of the team, we look forward to receiving your application at www.wom.career.

DR. CLEMENS SCHOLZ



Managing Director

CHIEF EXECUTIVE OFFICER (CEO)	4
PRODUCT MANAGER	5
PROJECT MANAGER	6
KEY ACCOUNT MANAGER	7
PERSONNEL OFFICER	8
CLEANROOM PRODUCTION MANAGEMENT	9
CLEANROOM QUALITY ASSURANCE MANAGEMENT	10-11
DEVICE MANUFACTURING MANAGEMENT	12-13
OPERATIONAL PURCHASING MANAGEMENT	14-15
INDUSTRIAL CLERKS TRAINEES	16-17
CLOSING WORDS	18

CHIEF EXECUTIVE OFFICER (CEO)

The leading person of the company

Dr. Clemens Scholz

Since the end of 2000, Dr. Clemens Scholz has been a member of WOM.

Since the company changed its legal form to a GmbH in May 2013, Dr. Scholz has been Managing Director of W.O.M WORLD OF MEDICINE GmbH, and of W.O.M. WORLD OF MEDICINE Produktions-GmbH.

He is also president of W.O.M. WORLD OF MEDICINE USA, Inc., Orlando, USA.



Each group or organization needs a leader who structures the work and assigns it to the members of the organization according to personality and inclination. This is usually noticeable already in smaller groups, at school, for example. The company WOM is managed by the managing director Dr. Clemens Scholz.

He bears the responsibility and, together with the management team, ensures that the company is successful. The CEO considers business strategies for forward-looking leadership and is responsible for ensuring that the products required by the customer are always developed and produced based on market observation. Both the high quality requirements and the cost factor must be taken into account.

Since WOM develops devices and products for hospitals, it is extremely important to exchange information with doctors and to collect information. In order to understand and utilize their problems and suggestions, however, a high level of professional competence on the part of the CEO is a fundamental requirement.

In summary, a good managing director therefore needs a “nose for the business” (Dr. Scholz) to always know what the market needs. But also a lot of specialist knowledge and the right contact persons in order to successfully develop products. Since the CEO does not do everything by himself, he must be able to delegate tasks and motivate people in order to create a framework and jobs for productive work.



Interview | Managing Director Dr. Clemens Scholz and student Hannah Lott

PRODUCT MANAGER

Interface between clinic and company



Showcase OR | WOM product managers test a new device



Product managers play a major and important role in the area of innovation. Each product manager is responsible for one product group such as pumps, insufflators, or cameras, for example. The development process of such a new product begins with a requirements analysis, in which information on new techniques, surgical methods and requirements is collected from physicians. From the collected market feedback, the product managers develop an idea, a notion of what the new device could look like.

If this idea is accepted, it must be examined whether it can be implemented. Does the company have the necessary resources? Can the company make a profit with it? If that is the case, it is turned into a project. Product managers are the decisive interface throughout the entire process.

They must organize the communication between the different departments working on the idea. Because different competences are required for a product. Thus they organize many meetings, but above all meetings with the customers to whom the product has to be adapted in the end. Once the product is ready for sale, the product managers position it on the market.

However, the product managers' tasks do not end with market positioning. The product must continue to be supported on the market. For example, surgeries during which the product is used are accompanied in order to gather feedback from the medical staff. If there are change requests or dissatisfactions, ideas for improvement are developed.

Required studies in the field of

- ▶ Industrial engineering/medical technology or equivalent

PROJECT MANAGER

Responsible for project implementation



Meeting | WOM project managers during the monthly team meeting

Required studies in the field of

- ▶ Electrical engineering
- ▶ Medical technology
- ▶ Mechanical engineering
- ▶ Industrial engineering



The idea for a project is passed on to the project managers and their task is to develop the project and to organize the planning and implementation of the project. For this purpose, they set the costs and plan a timeline in which the entire research and development is to be implemented until the product is ready for series production. For effective planning, they grasp and understand all processes relevant to the project. The project managers draw up a plan for how the project is to be implemented and must be able to react quickly to changes.

In a team, tasks have to be delegated and contact persons have to be defined, because here again different specialist areas are in demand and work together. Through many meetings and conversations with different departments, all the information comes together and is compiled by them. However, in order to combine the differ-



ent building blocks into a joint, successful project, it is important for the project managers to maintain an overview and work in a structured manner. In order to eliminate ambiguities and gaps in knowledge, a permanent information flow must exist.

Due to the responsibility and role as the main contact person of the project, the job can be very stressful. Nevertheless, they must be able to motivate their team and set realistic deadlines. They accompany the project from the still "rough" idea to series production.

KEY ACCOUNT MANAGER

Responsible for product sales and marketing



At WOM, key account managers are responsible for Business to Business (B2B) sales. This means that they sell product ideas and products already positioned on the market to other companies. For this they hold consultation and negotiation discussions, maintain contacts to important large customers and win new customers.

Thus they are responsible in the enterprise for the commercial aspects, i.e., selling and marketing. In meetings with customers, for example, it must be clarified how the product comes to the customer, how long the product is guaranteed, and how much and when payment is due. In the end, a contract must be drawn up for everything. In addition, the key account

managers clarify the composition of the price in response to inquiries. If there are change requests on the part of the customer, they check whether these can be implemented and point out product price changes arising as a result.

Key account managers not only need to know the company very well, but are also extremely knowledgeable about the development process and the product characteristics in order to be able to convince the customers of the product. In order to gain this experience and knowledge, they have often worked in the company for a longer period of time, for example, as product managers. In addition, a confident and likeable personality is essential when dealing with customers.

Required studies in the field of

- ▶ Industrial engineering/medical technology or equivalent



Customer conversation | WOM key account managers presents new product idea

PERSONNEL OFFICER

Responsible for matters concerning all employees



WOM currently has just over 500 employees at various locations and in different countries and the company continues to expand. To achieve this, the right employees must be found and hired. This is one of the many tasks of the personnel officers. If there is a shortage of personnel, a job request comes from the affected department. The personnel officers then arrange for the position to be advertised, for example on the WOM homepage.

If all this applies, the interested parties are invited for an interview. The personnel officers accompany all these discussions. The first conversation is to get to know each other. If it comes to a second meeting, a technical discussion between the participants is the subject of the meeting. If the person is hired, the employment contract must be drawn up and everything that the new employees need for the first few days must be prepared. This includes the workstation, which must be set up, but also an in-



Required studies/training

- ▶ Business studies with focus on personnel
- ▶ Commercial training with focus on personnel

If applications for the position are received, they will be reviewed. Can the applicant meet the requirements of the department? Does he or she fit in with the WOM company?

duction plan so that the new employees can be integrated into the company as quickly as possible. After the probationary period or when an employee leaves, the personnel officers conduct feedback interviews. They also arrange for payroll accounting and maintain the personnel files of all employees.

CLEANROOM PRODUCTION MANAGEMENT

Responsible for cleanroom production planning



Cleanroom | Cleanroom employee inspects component from injection molding machine



The cleanroom produces disposable and reusable tube sets for insufflators and pumps. The cleanroom production management has to ensure that the production in the cleanroom runs smoothly and continuously.

In order not to produce too much, but also not too little, the cleanroom production management must have an overview of customer demand. If the desired production quantities of a customer are higher than expected, it is the task of production management to plan for and, if necessary, hire more employees. At the same time, it must pay attention to planned absences of employees due to vacation or illness and include them in its planning. In addition, the cleanroom production management also requires

an overview of the available components and individual parts. With the help of this information, it then has to organize the production process and adapt it to the circumstances.

The continuity of the production process has the highest priority in the cleanroom. For this reason, it is essential that production management is able to deal with new challenges and coordinate the exciting and varied day-to-day work.

Training required

- ▶ State-certified technician with experience in the field of plastics

CLEANROOM QUALITY ASSURANCE MANAGEMENT

Responsible for product quality and compliance with hygiene regulations



Interview | Levent Kemah, Cleanroom Head of Quality Assurance, Ludwigsstadt Site



In addition to the quality of the product, hygiene is also an important aspect in cleanroom production, as the tube sets produced are for insufflators and pumps used in surgeries all over the world. The products must be manufactured with extremely low germ levels, which means that production and packaging must be carried out in so-called cleanrooms, i.e., rooms with an extremely low particle or germ count.

The task of quality assurance management in the cleanroom is therefore primarily to maintain hygiene. It must ensure that its employees are able to understand and implement the hygiene regulations. In acute problem cases, it is their task to act and find solutions and to work preventively and to recognize and minimize as many hazard aspects as

possible in advance. This requires great expertise in the field of project coordination and quality assurance. A safety gap in the area of hygiene would mean a production standstill and associated losses for the company. For this reason, it is essential to follow the rules every day.

Preventive measures include regular tests for germs on employees, surfaces and products that come into contact with the cleanroom. Through these regular tests, the quality assurance management always has an overview of the current hygiene status of the cleanroom.

As soon as deviations occur, it can react and take measures. If, for example, the occurrence of a certain bacterium in the cleanroom is higher than permitted by the GMP guideline, it is the task of the quality assurance management to find



Cleanroom | Cleanroom employee checks the injection molding machine



out what the causes are. Since the quality assurance management bears great responsibility for the production of the tube sets and for quality assurance, a structured approach in everyday work is of particular importance in order to guarantee the optimum product result.

Training required

- ▶ State-certified technician with experience in the field of plastics

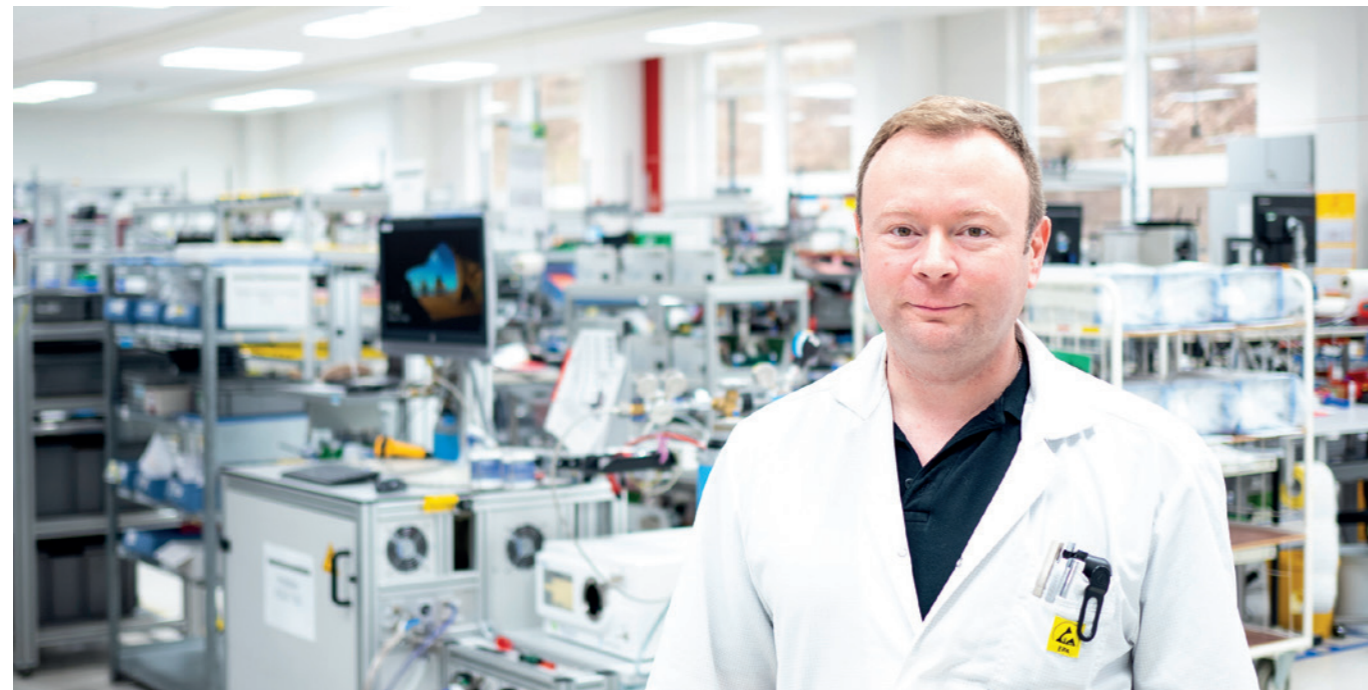
DEVICE MANUFACTURING MANAGEMENT

Responsible for the planning of device production



Device production management plans the production of the devices and has an overview of the production co-workers. WOM manufactures pumps and insufflators for Minimally Invasive Surgery applications.

models can be produced as well. The task of the device production management is to coordinate these lines and to staff them with employees. Depending on the level of demand, the number of employees must be increased or decreased. Here, the device production management must



Interview | Hardy Gaschler, Head of Device Production, Ludwigsstadt Site

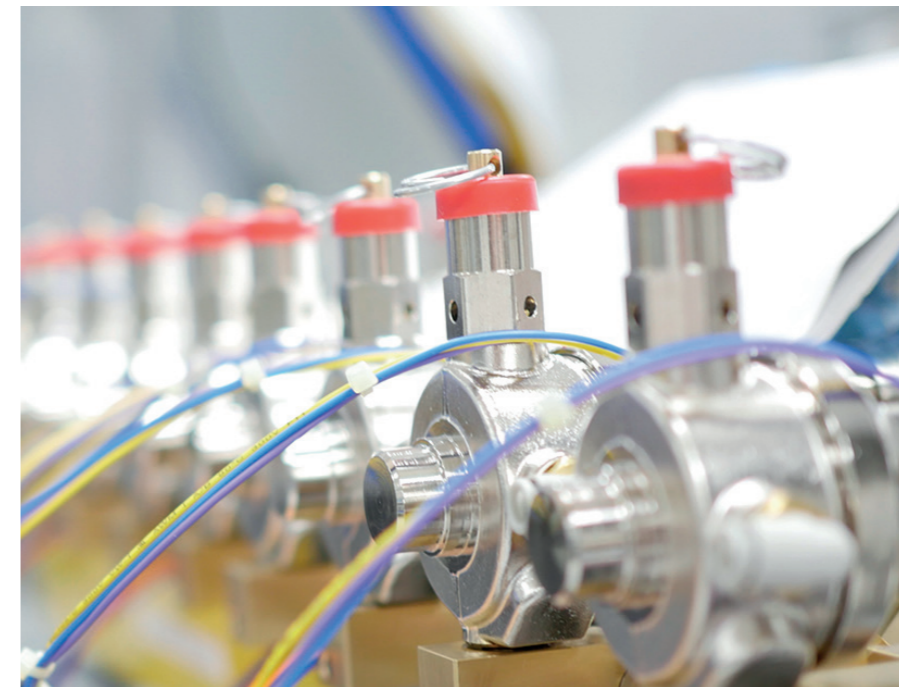
Each of these products is manufactured at so-called production stations. Production stations are configured workbenches at which different products can be manufactured. At each production station, employees are assigned to assemble a specific product.

There are production stations designed to produce a single product model. But there are also so-called universal production stations, which offer a broader spectrum of individual parts, so that several

also take material availability into account and base its activities on it.

At present there are about 40 employees working in the device production department, and the management always has an overview of them. The production processes are constantly changing and being improved. Here, too, it is the task of the device production management to constantly look for improvements and solutions to make production more efficient and faster, while delivering higher quality.

For this reason, it works with many different areas in order to develop new innovative concepts. Regular reflection and review as well as monitoring of work processes plays a major role in this. Therefore, regular team meetings are held to discuss and implement possible



suggestions for improvement. However, this does not mean that the scope of responsibility for the device production management ends here.

It is also involved in the recruitment process for new employees. For this reason, the device production management employees must be able to deal well with people and have leadership qualities so that they can guarantee smooth production processes.

Training required

- ▶ Technical training with further training to become an industrial supervisor
- ▶ State-certified technician for electrical engineering

OPERATIONAL PURCHASING MANAGEMENT

Responsible for the structural function of the department



Interview | Heiko Schmitt, Head of Operational Purchasing, Ludwigsstadt Site



Every larger company has an operative purchasing department. This is the department responsible for purchasing and providing materials for all areas of the company.

The advantage of such operational purchasing is the control and bundling of this task field. On the one hand, this prevents each division of the company from having to make individual purchases and, on the other hand, it promotes the transparency of purchases made by the company. At WOM, this department is located in Ludwigsstadt.

The operative purchasing department mainly supplies the equipment and cleanroom products with materials for the manufacture of the products. In most cases, the "Sales & Marketing" department prepares an annual plan of how many devices and tube sets are

expected to be sold in the coming year. On the basis of this annual planning, Purchasing can then conclude outline agreements with the suppliers. On the one hand, these ensure that prices are lower and, on the other hand, the suppliers can provide materials in a more flexible manner since the products are reserved for the company.

However, the other departments of the company can also place purchase orders with operative purchasing if materials or products are required. These orders are then stored and processed in the operative purchasing software. If an order received has been released by a manager, the requested article will be ordered. The operative purchasing management has an overview of the suppliers and their delivery capacities. Therefore it always knows who to turn to when materials are needed.



At this time, the employees of operative purchasing order approx. 8,000 different articles, mainly printed circuit boards, housings, and raw materials for production.

In order to maintain an overview of this product volume, the employees in operative purchasing are divided into buyer groups. Within these groups, the employees are assigned to different product groups. This leads to expert groups for product ordering and the operative purchasing department can work much more efficient and faster.

important for a smooth work flow. Operative buyers should have negotiation skills and self-confidence in order to assert themselves. But operative buyers also must always know their limits.

"Sensitivity is required for particularly important suppliers. On the one hand, operative buyers must be able to exert pressure on the suppliers, but on the other hand they must also know when nothing more works." (Heiko Schmitt).

Required studies/training

- ▶ Business studies with focus on materials management
- ▶ Commercial training with focus on personnel

WOM also offers apprenticeships in this field.

- ▶ Further information can be found on page 14 or on our website www.wom.career

INDUSTRIAL CLERK TRAINEES

The specialists of tomorrow



By the way: WOM is rewarding!

- ▶ Our most successful trainee drives a VW UP! free for one year.



Of course, WOM also has trainees. Currently, WOM trains approximately 30 young men and women in various occupational

groups. The most popular are the professions of precision mechanic and cutting machine operator. However, WOM also offers training occupations that mainly take place in the office. This includes commercial paths such as training to become an industrial sales clerk.

As a trainee for industrial sales and marketing, you will be involved in everything up close and personal. In contrast to other training courses, trainees pass through all areas of the company relevant to business administration. This also includes, for example, operative purchasing and production as well as the human resources department. The aim is to prepare trainees perfectly for their future working day. Because as a trained specialist in the industrial commercial sector, you can work and gain a foothold in many departments of a company.

Trainees at WOM have their own areas of responsibility in the respective departments. In Human Resources, for example, they are responsible for looking after employees. That means they are working on time sheets or processing leave requests. They also get to know the application process from the other side and process incoming applications and pass them on to the personnel officers.

In operational purchasing, trainees are able to work independently early on. They negotiate with suppliers at an early stage and have to obtain quotations. All under the supervision of the trainer, of course. As an industrial clerk trainee you have to have a knack for organization. On the one hand, in order to keep track of the tasks at hand, but also because industrial clerk trainees have to work with many different documents and lists every day. An orderly and structured working method is therefore particularly important.

Furthermore, trainees should enjoy having contact with new people, as they move through many different areas of the company. During this time they get to know many new people and personalities and should not be afraid to approach people. Of course, there should also be fun in an office job, since the field of activity of an industrial clerk mainly consists of computer activities in the administrative area.

School leaving certificate required

- ▶ Intermediate or high school diploma



Training Officer | Yvonne Jahn, Ludwigsstadt Site

At WOM you will find the job of your dreams, because we offer the best training for many types of professions.

- ▶ You can start out with us training for a business or technical job.

Are you interested in an apprenticeship at WOM?

- ▶ Find out more about training at WOM on our website www.wom.career

CLOSING WORDS

Hanna Lott, Student internship



In all the occupations presented, it is clear that, in addition to the subject of competence, communication plays a very important role.

The individual does not know which devices are needed in the OR and how they can be improved. It is therefore important to enter into an exchange with doctors and get to know their requirements.

This is the only way to efficiently develop new products that make it easier for OR teams to operate, and safer and faster for patients to be discharged. During the development of the product, the communication within the company is also very important and highly demanding.

Since WOM is an international company with several locations in Germany, but also in Orlando and Hong Kong, it is a basic requirement to speak English and to communicate with colleagues via telephone calls and video conferences.

But no matter what continent the WOM staff are on, they are all working together to advance Minimal Invasive Surgery and create new medical opportunities for people.

AUTHORS

Hannah Lott | 16 years old
Student internship

Philipp Kruse | 20 years old
Apprentice for media design at WOM

All pictured objects, images, and texts are copyright protected. Each copy, publication, or duplication of the works produced by us requires our express consent and is otherwise punishable by law.

© 09/2019 W.O.M. WORLD OF MEDICINE GmbH

Cover photo: @flywish – stock.adobe.com

W.O.M. WORLD OF MEDICINE GmbH

Salzufer 8
10587 Berlin, Germany
Phone +49 30 39981-550
Email info.berlin@wom.group

W.O.M. WORLD OF MEDICINE GmbH

Alte Poststraße 11
96337 Ludwigsstadt, Germany
Phone +49 9263 877-0
Email info.ludwigsstadt@wom.group

**W.O.M. WORLD OF MEDICINE
Produktions-GmbH**

Körnergasse 21
96358 Reichenbach, Germany
Phone +49 9268 973-0
Email info.reichenbach@wom.group

W.O.M. WORLD OF MEDICINE USA, Inc.

4531 36th Street
Orlando, FL 32811, USA
Phone +1 407 438-8810
Email info.orlando@wom.group

W.O.M. WORLD OF MEDICINE ASIA Ltd.

Workshop B1 & B2, 35/F, TML Tower
No. 3 Hoi Shing Road Tsuen Wan. N.T., Hong Kong
Phone +852 2187 3557
Email info.hongkong@wom.group

**More information:
www.wom.group**